

INTEGRATING CONTENT WITH VIRTUAL ADVERTISEMENTS
USING VECTOR GRAPHICS IMAGES OBTAINABLE ON THE WEB

ABSTRACT OF THE DISCLOSURE

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A system and method for virtual advertising on the web are disclosed. According to this system and method, scalable vector graphic (SVG) images representing advertising content may be inserted into web pages so that they are unobtrusively superimposed over other SVG images on the page. This technique is analogous to the familiar practice in television of electronically inserting advertising images into an image before it is broadcast. An ad server, working cooperatively with a web server, provides SVG virtual advertising images to be placed on web pages requested by a client. Since SVG image files are text-based, they are easily edited. Thus, the ad server, web server or client can modify the image to include a virtual advertisement.

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